

## CLAIMS

What is claimed is:

- 1 1. A method for advertising in a network-based supply chain management  
2 framework, comprising:
  - 3 a) receiving data from a plurality of stores of a supply chain utilizing a network;
  - 4 b) allowing a supply chain participant to access the data utilizing a network-based  
5 interface;
  - 6 c) analyzing the data being accessed by the supply chain participant; and
  - 7 d) advertising to the supply chain participant in accordance with the analysis.
- 1 2. The method of claim 1, wherein the network includes the Internet.
- 1 3. The method of claim 1, wherein the supply chain participant includes at least one  
2 of a supplier, a distributor, and a store.
- 1 4. The method of claim 3, wherein the advertising advertises the sale of products  
2 required for the production of the goods produced by the stores.
- 1 5. The method of claim 3, wherein the advertising is conducted by at least one of the  
2 supply chain participants.
- 1 6. The method of claim 1, wherein a charge is required for the advertising.
- 1 7. A system for advertising in a network-based supply chain management  
2 framework, comprising:
  - 3 a) logic for receiving data from a plurality of stores of a supply chain utilizing a  
4 network;

- 5 b) logic for allowing a supply chain participant to access the data utilizing a
- 6 network-based interface;
- 7 c) logic for analyzing the data being accessed by the supply chain participant; and
- 8 d) logic for advertising to the supply chain participant in accordance with the
- 9 analysis.

1 8. The system of claim 7, wherein the network includes the Internet.

1 9. The system of claim 7, wherein the supply chain participant includes at least one  
2 of a supplier, a distributor, and a store.

1 10. The system of claim 9, wherein the advertising advertises the sale of products  
2 required for the production of the goods produced by the stores.

1 11. The system of claim 9, wherein the advertising is conducted by at least one of the  
2 supply chain participants.

1 12. The system of claim 7, wherein a charge is required for the advertising.

1 13. A computer program product for advertising in a network-based supply chain  
2 management framework, comprising:

- 3 a) computer code for receiving data from a plurality of stores of a supply chain
- 4 utilizing a network;
- 5 b) computer code for allowing a supply chain participant to access the data utilizing
- 6 a network-based interface;
- 7 c) computer code for analyzing the data being accessed by the supply chain
- 8 participant; and
- 9 d) computer code for advertising to the supply chain participant in accordance with
- 10 the analysis.

- 1 14. The computer program product of claim 13, wherein the network includes the  
2 Internet.
- 1 15. The computer program product of claim 13, wherein the supply chain participant  
2 includes at least one of a supplier, a distributor, and a store.
- 1 16. The computer program product of claim 15, wherein the advertising advertises the  
2 sale of products required for the production of the goods produced by the stores.
- 1 17. The computer program product of claim 15, wherein the advertising is conducted  
2 by at least one of the supply chain participants.
- 1 18. The computer program product of claim 13, wherein a charge is required for the  
2 advertising.